

## SPECIFICATIONS FOR GRAPHIC PRODUCTION

THE FOLLOWING ARE GUIDELINES FOR FULL COLOUR INK-JET

### PREFERRED APPLICATIONS

- PDF
- Freehand 11, Illustrator CS5, InDesign CS5
- Photoshop CS5
- CorelDraw 13

### APPLICATIONS NOT TO USE

- Word
- Excel
- PowerPoint
- (Not suitable for large format output)

### JOB SIZE

- Job to be made up to size @300 dpi
- Alternatively make up to 50% of final size @720dpi
- Allow 20mm image bleed all around

### PICTURES

- **Scanned @ 300dpi**
- **CMYK (Convert RGB to CMYK)**
- Save as eps. - jpeg maximum quality.
- Do not embed scans, scans to be supplied separate from the document

### FONTS

- Printer and Screen fonts to be supplied
- **(Ideally - convert type to paths/vector/curves or text outline)**

### COLOURS

- If any special colour matching is required, supply a pantone swatch / number
- All colours to be made up in correct pantone breakdown where applicable

### DRIVE TYPE

- CD / DVD

### PROOF

- Please supply an A4 colour laser proof for layout.
- Supply a sherpa or chromalin proof for colour matching purposes.

### E-MAIL

- Text and vector files are suitable for e-mail (i.e. type and logo's can be supplied in Freehand, Illustrator or CorelDraw)
- Files less than 2 MB can be e-mailed after it has been saved as a jpeg max. quality
- Pics should uncompress to @ least 20 – 30 Mb
- Files can also be sent via: Dropbox, We Transfer, Hightail ect on the internet

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